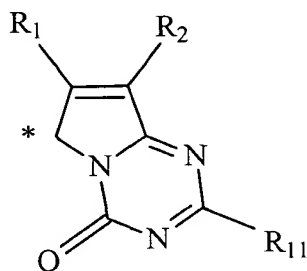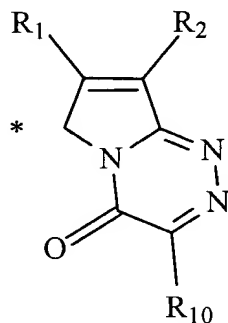or $-N(R_7)(R_8)$, Y represents a hydrogen atom or a cation necessary for neutralizing charge of an

oxygen ion, R_7 and R_8 each independently represents an alkyl group, aryl group, heterocyclic

group, acyl group, alkylsulfonyl group, or arylsulfonyl group, R_7 and R_8 may be bonded to each

other to form a ring, any of a pair R_4 and R_7 and a pair R_6 and R_8 may be bonded to each other

to form a ring, and any of a pair R_3 and R_4 and a pair R_5 and R_6 may be bonded to each other to

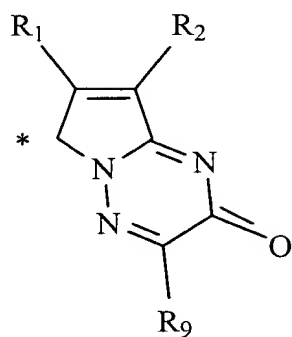form a ring, and general formulae (IV) and (VI) to (XX) are as follows:
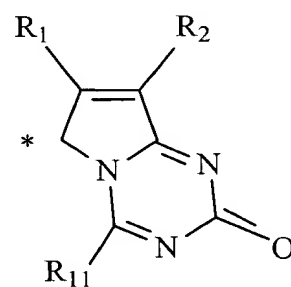

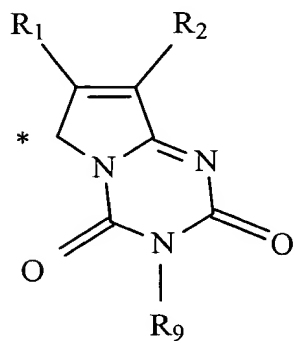General formula (IV)

General formula (VI)

R_1 R_2

R_{10}

General formula (VII)

R_1 R_2

R_9

General formula (VIII)

R_1 R_2

R_{11}

General formula (IX)

R_1 R_2

R_9

General formula (X)

R_1 R_2

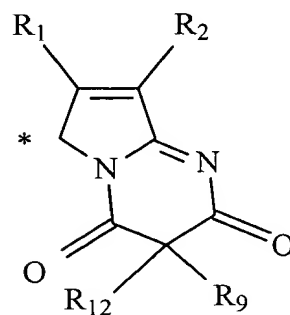R_{12} R_9

General formula (XI)

General formula (XII)

General formula (XIII)

General formula (XIV)

General formula (XV)

General formula (XVI)
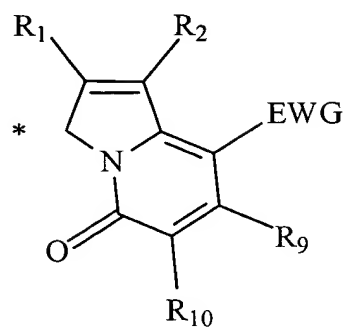
General formula (XVII)

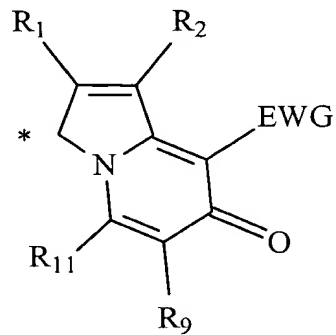General formula (XVIII)

General formula (XIX)

General formula (XX)
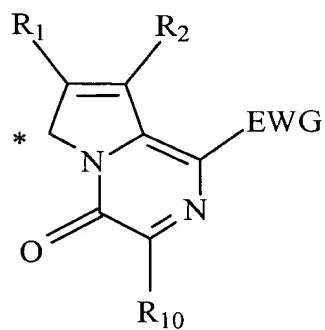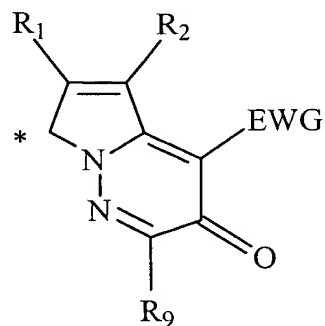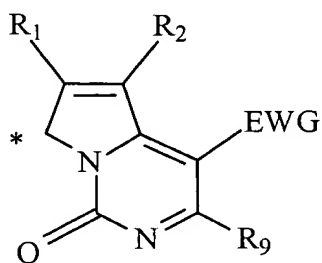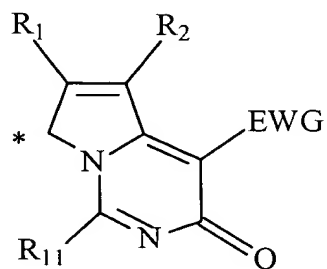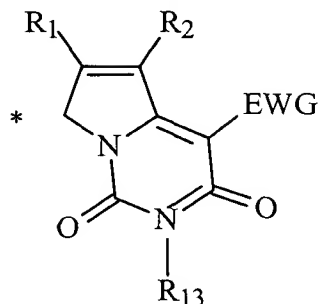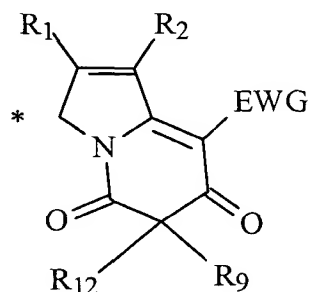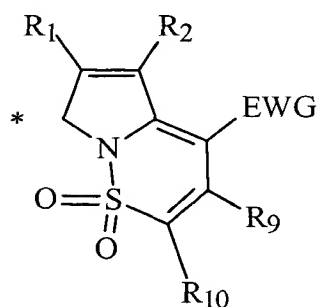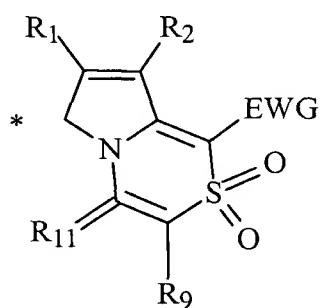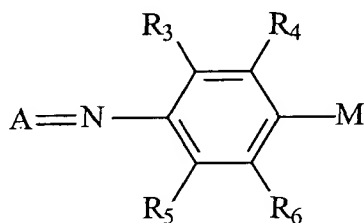
wherein R_1 and R_9-R_{13} each independently represents a hydrogen atom or a substituent,

R_2 represents a substituent, EWG represents an electron-withdrawing group having a Hammett's

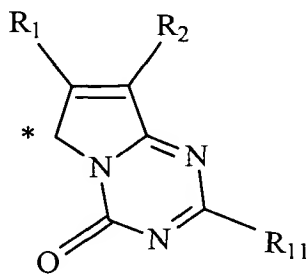substituent constant σp value of 0.35 or more, and * represents a bonding position.

2. (Amended) An ink-jet ink according to claim 1, wherein A in general formula (I) is

a group represented by general formula (IV).

10. (Amended) A coloring composition comprising an oil-soluble dye represented by following general formula (I):
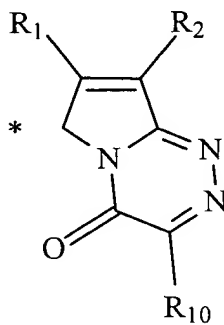
A==N—[benzene ring with R_3, R_4, R_5, R_6 substituents]—M

General formula (I)

wherein A represents a group represented by one of general formulae (IV) and (VI) to (XX), R_3-R_6 each independently represents a hydrogen atom or a substituent, M represents –OY or –N(R_7)(R_8), Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion, R_7 and R_8 each independently represents an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, or arylsulfonyl group, R_7 and R_8 may be bonded to each other to form a ring, any of a pair R_4 and R_7 and a pair R_6 and R_8 may be bonded to each other to form a ring, and any of a pair R_3 and R_4 and a pair R_5 and R_6 may be bonded to each other to form a ring, and general formulae (IV) and (VI) to (XX) are as follows:
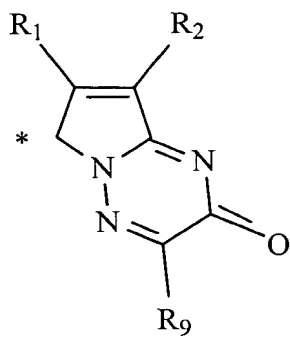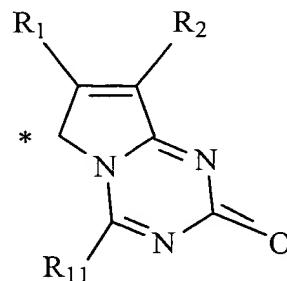
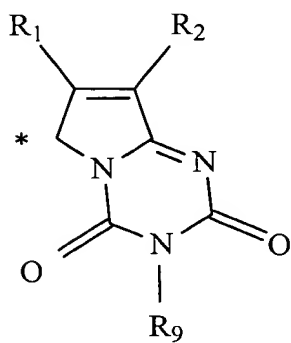General formula (IV)

-6-

General formula (VI)

R$_1$ R$_2$

*

N

N
N

O

R$_{10}$

General formula (VII)

R$_1$ R$_2$

*

N
N

N

O

R$_9$

General formula (VIII)

R$_1$ R$_2$

*

N

N

N
O

R$_{11}$

General formula (IX)

R$_1$ R$_2$

*

N

N
N

O

O

R$_9$

General formula (X)

R$_1$ R$_2$

*

N

N
O

O
R$_{12}$ R$_9$
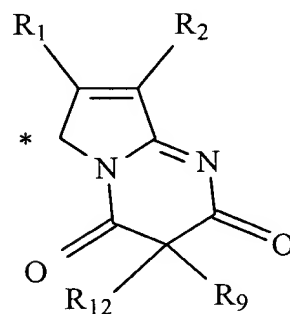
General formula (XI)

General formula (XII)

General formula (XIII)

General formula (XIV)

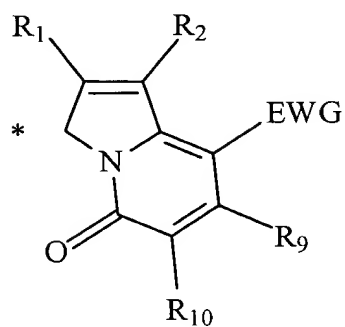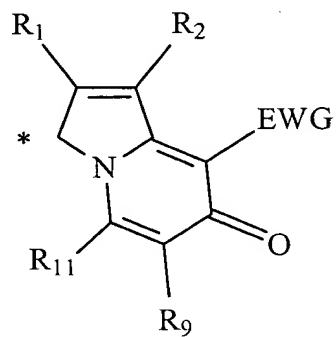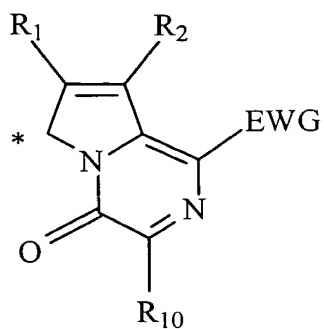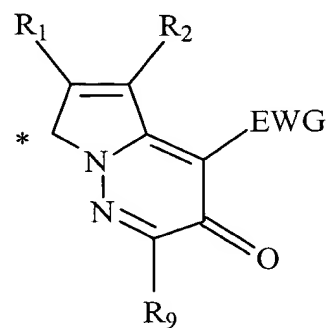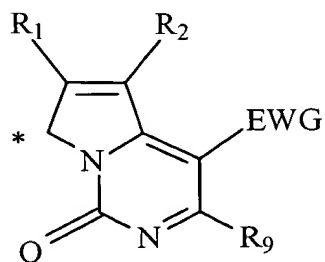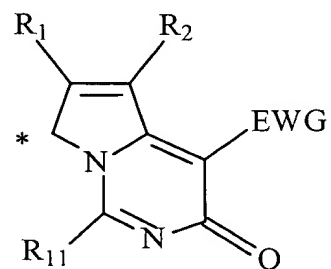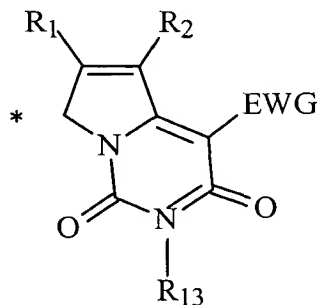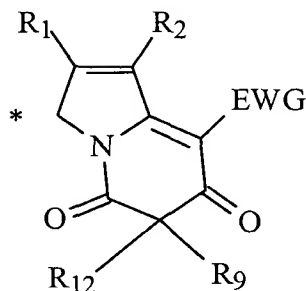General formula (XV)
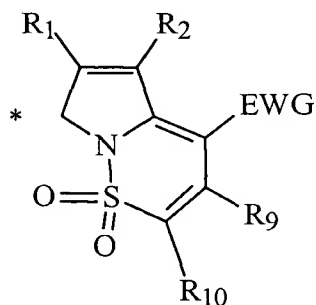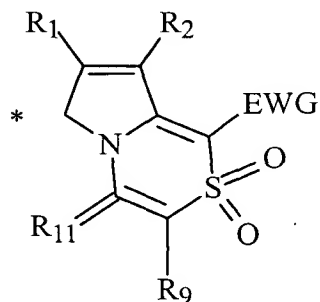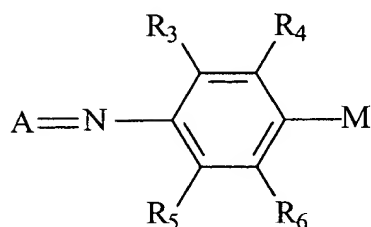
General formula (XVI)

General formula (XVII)

R$_1$ R$_2$

*   EWG

N

O   N   O

R$_{13}$

General formula (XVIII)

R$_1$ R$_2$

*   EWG

N

O   O

R$_{12}$ R$_9$

General formula (XIX)

R$_1$ R$_2$

*   EWG

N

O=S

O   R$_9$

R$_{10}$

General formula (XX)

R$_1$ R$_2$

*   EWG

N   O

R$_{11}$ S

O

R$_9$

wherein R$_1$ and R$_9$-R$_{13}$ each independently represents a hydrogen atom or a substituent,

R$_2$ represents a substituent, EWG represents an electron-withdrawing group having a Hammett's

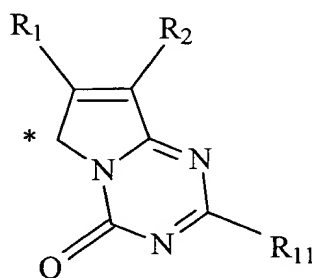substituent constant σp value of 0.35 or more, and * represents a bonding position.

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12. (Amended) An ink jet recording method wherein recording is performed using an

ink-jet ink that includes a coloring composition including an oil-soluble dye represented by
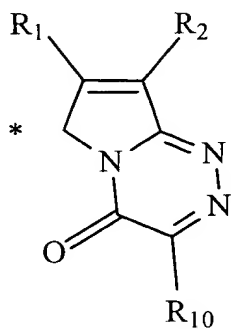
following general formula (I):

General formula (I)

wherein A represents a group represented by one of general formulae (IV) and (VI) to

(XX), R_3-R_6 each independently represents a hydrogen atom or a substituent, M represents $-OY$

or $-N(R_7)(R_8)$, Y represents a hydrogen atom or a cation necessary for neutralizing charge of an

oxygen ion, R_7 and R_8 each independently represents an alkyl group, aryl group, heterocyclic

group, acyl group, alkylsulfonyl group, or arylsulfonyl group, R_7 and R_8 may be bonded to each

other to form a ring, any of a pair R_4 and R_7 and a pair R_6 and R_8 may be bonded to each other

to form a ring, and any of a pair R_3 and R_4 and a pair R_5 and R_6 may be bonded to each other to

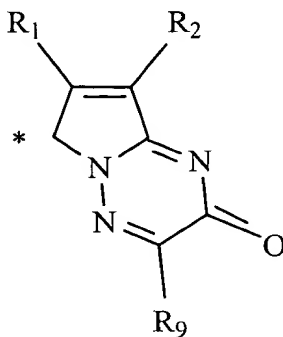form a ring, and general formulae (IV) and (VI) to (XX) are as follows:
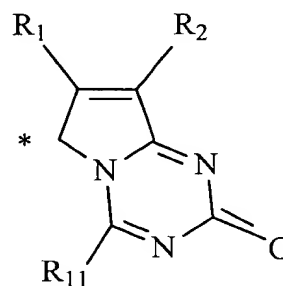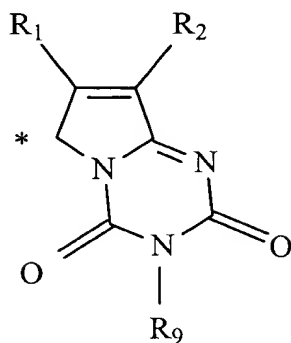
General formula (IV)

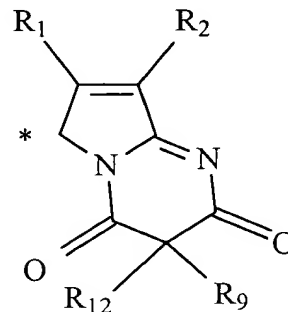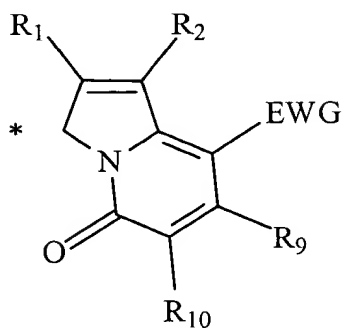General formula (VI) General formula (VII) General formula (VIII)
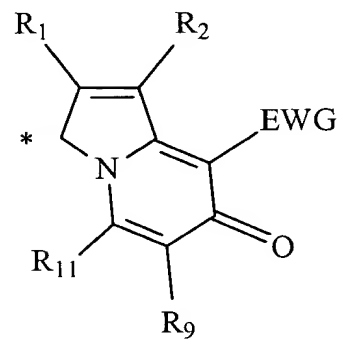
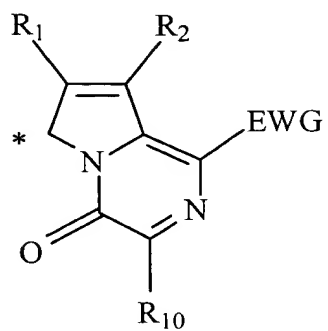General formula (IX) General formula (X)

General formula (XI) General formula (XII)

General formula (XIII)

General formula (XIV)

General formula (XV)
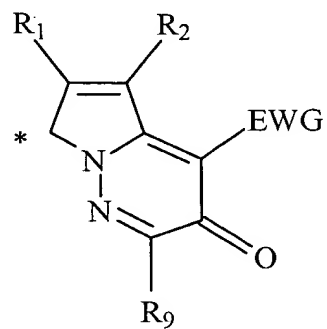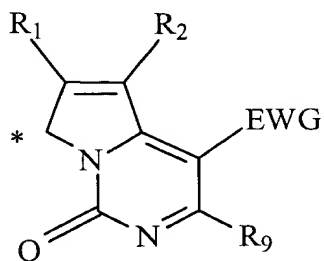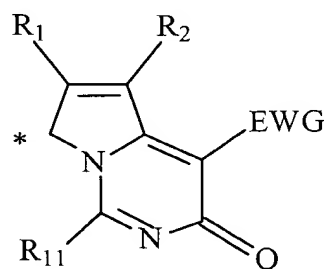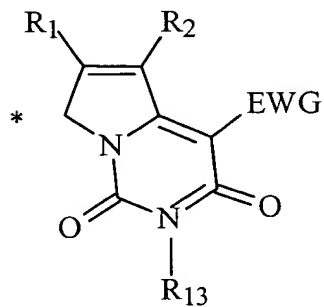

General formula (XVI)

General formula (XVII)

General formula (XVIII)
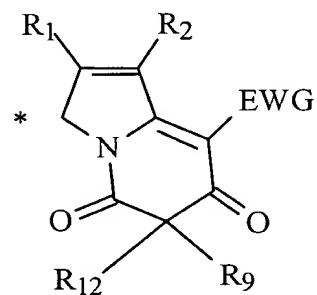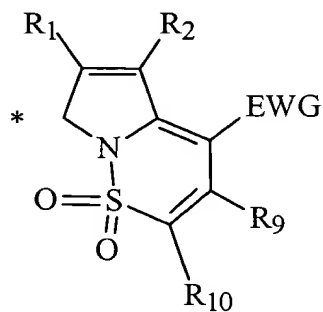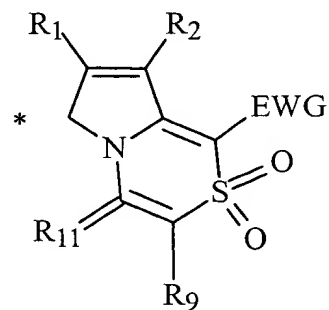
General formula (XIX)   General formula (XX)

wherein R_1 and R_9-R_{13} each independently represents a hydrogen atom or a substituent,

R_2 represents a substituent, EWG represents an electron-withdrawing group having a Hammett's

substituent constant σp value of 0.35 or more, and * represents a bonding position.

13. (Amended) An ink jet recording method according to claim 12, wherein A in general

formula (I) is a group represented by general formula (IV).